Anderson Joseph *Frontend Developer | SEO Specialist*

Benin city, Nigeria

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Nigerian

Anderson Joseph

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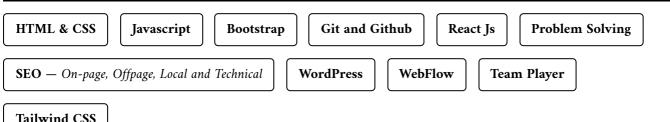https://andersonjoseph.com/

Anderson Joseph

AndersonDesign1

Summary

Frontend Web Developer with 3+ years in blending the art of design with the skill of programming to deliver engaging user experience through efficient website development, proactive feature optimization, and relentless debugging and SEO Specialist with 2+ years of experience in optimizing websites for search engines, generating organic traffic and improving online visibility. Looking to leverage my expertise in SEO strategy, keyword research and analysis to contribute to the success of a dynamic digital marketing team.

I am also a team player and ready to learn in a fast-paced environment to bring satisfaction to my clients and the consumers of the products.

Skills

| HTML & CSS | Javascript | Bootstrap | Git and Github | React Js | Problem Solving |

| SEO — *On-page, Offpage, Local and Technical* | WordPress | WebFlow | Team Player |

| Tailwind CSS |

Professional Experience

Benin City, Nigeria

SEO Specialist

Welup Digital ⊡

- I led initiatives to improve the search engine optimization (SEO) of our website which resulted in a 500% increase in organic website traffic and improved keyword rankings for 5 targeted keywords.
- I conducted comprehensive SEO audits to identify technical issues and optimize on-page elements, which improved user experience.
- I analyzed website performance using tools such as Google Analytics, Search Console, and SEMrush and made data-driven recommendations.
- I also developed and executed successful local SEO campaigns, like optimizing Google My Business.
- By creating SEO-friendly blog content, we saw a 55% increase in organic click-through rates and an over 1-minute increase in engagement time.
- Staying up to date with industry trends and algorithm changes, I adapted our SEO strategies accordingly.

Georgia, U.S.A

SEO Specialist

Eng4Careers ⊡

- Conduct comprehensive SEO audits using Wix's built-in SEO tools and third-party tools like SEMrush and Ahrefs to identify issues affecting the website's performance.
- Optimize page titles, meta descriptions, headings, and URL slugs within the Wix editor to improve search engine visibility and relevance.
- Enhance website load times by optimizing images using Wix's image optimization tools and minimizing unnecessary scripts and elements.
- Utilized Wix's mobile editor to ensure the website is fully responsive and optimized for mobile devices, improving user experience and mobile search rankings.

- Leveraged Wix SEO Wiz to create and execute a customized SEO plan, and integrate it with tools like Google Search Console and Google Analytics for ongoing monitoring.
- Used Wix's SEO reports and Google Analytics to track the website's performance, analyze traffic data, and provide actionable insights and recommendations for ongoing improvement.

Lagos, Nigeria

Technical SEO Specialist
Promptearn ↗

- Conduct comprehensive technical SEO audits using tools like Google Search Console, Screaming Frog, and SEMrush to identify issues impacting website performance.
- Optimize meta tags, header tags, URL structures, and internal linking to improve search engine visibility and user experience.
- Enhance website load times by optimizing images, leveraging browser caching, and minimizing HTTP requests, leading to improved user satisfaction and search rankings.
- Set up and manage XML sitemaps and robots.txt files to ensure proper crawling and indexing of web pages by search engines.
- Utilize Google Analytics and Google Tag Manager to track and analyze website traffic and user behaviour, providing actionable insights and recommendations.
- Identify and resolve crawl errors, duplicate content issues, and canonicalization problems to ensure optimal search engine performance.

Lagos, Nigeria

SEO Specialist
Book Tutors ↗

- I Spearheaded on-page optimization and content strategy for a platform connecting teachers and students for home tutoring services.
- Conducted in-depth keyword research and implemented strategic optimization tactics to improve search visibility.
- In just one month, I successfully pushed 5 important pages to the top of Google's search rankings for the targeted keywords. This achievement drove a notable increase in website traffic from people searching for tutoring services online.
- I Used various techniques to improve website structure, create quality content, and build backlinks to outperform competitors in search results.
- I Collaborated closely with the development team to ensure seamless execution of SEO best practices across the platform.

Benin City, Nigeria

Frontend Web Developer
Welup Digital

- Developed a fast and responsive website for the brand.
- Managed the website's backend to ensure timely responses to leads, responses, and recommendations.
- Improved design tools and processes for web developers and designers.
- Redesigned the website to provide a visually pleasing and user-friendly experience.
- Created websites for clients of the company as part of its services.

Benin City, Nigeria

Web Developer
Romanspage

- Developed an innovative HR skills education platform using React, Next.js, and JavaScript. Designed and implemented
- interactive user interfaces, student and teacher dashboard, optimized performance, and ensured seamless user
- experience. Integrated cutting-edge technologies to enhance learning outcomes. Demonstrated strong problem-solving
- skills and expertise in front-end development, collaboration using GitHub and Trello.

Benin City, Nigeria	**Web Development Trainer**
	Edo State Skill Development Agency (EdoJobs)

The students underwent a two-month course on web development, where they were taught HTML, CSS, Javascript, and React. By the end of the course, they were able to create responsive, secure, and functional websites for various purposes. They also gained an understanding of various programming terminologies and learned how to use version control with Git and GitHub. Additionally, they were introduced to test-driven development using Jest and creating interfaces using Material UI and Chakra UI.

Benin City, Nigeria	**Skills Trainer**
	International Organization for Migration (IOM) UN

Hired by IOM - UN Immigration as the lead trainer for ICT skills in a rural area, focusing on immigrants. Designed and
delivered comprehensive training programs, empowering individuals with essential digital competencies. Demonstrated
expertise in ICT training methodologies, curriculum development, and fostering inclusive learning environments. Under
my tutelage, the students learnt basic ICT skills using Microsoft Office and also how to design flyers, banners and other
basic graphic design using Photoshop in 2 months

Benin City, Nigeria	**Web Developer Trainer**
	EdoBits

- Worked with the management as a interim web development teacher for the academy
- Taught the students HTML, CSS and Javascript.

Education

2020/12 – 2021/09	**Diploma, Web Development**
Benin City, Nigeria	*Edobits ICT Academy*

2021/01 – 2022/12	**Diploma, Computer Science**
Benin city, Nigeria	*NABTEB*

2022/09 – 2022/10	**Introduction to Front-End Development**
Benin City, Nigeria	*Coursera* ⧉

2022/10 – 2022/11	**Jobberman/First Bank Soft Skills Course**
Benin City, Nigeria	*Coursera* ⧉

2023/01 – 2023/03	**Introduction to Google SEO**
Benin City, Nigeria	*Coursera* ⧉

2023/04 – 2023/06	**Google SEO Fundamentals**
Benin City, Nigeria	*Coursera* ⧉

2023/04 – 2023/07	**Programming with JavaScript**
Benin City, Nigeria	*Coursera* ⧉

2023/05 – 2023/07	**JavaScript Algorithms and Data Structures**
Benin City, Nigeria	*FreeCodeCamp* ⧉

2023/08 – 2023/09	**Version Control**
Benin City, Nigeria	*Coursera* ⧉

2023/12 – 2024/01	**Advanced Content and Social Tactics to Optimize SEO**
	Coursera ⧉